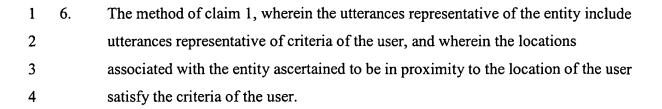
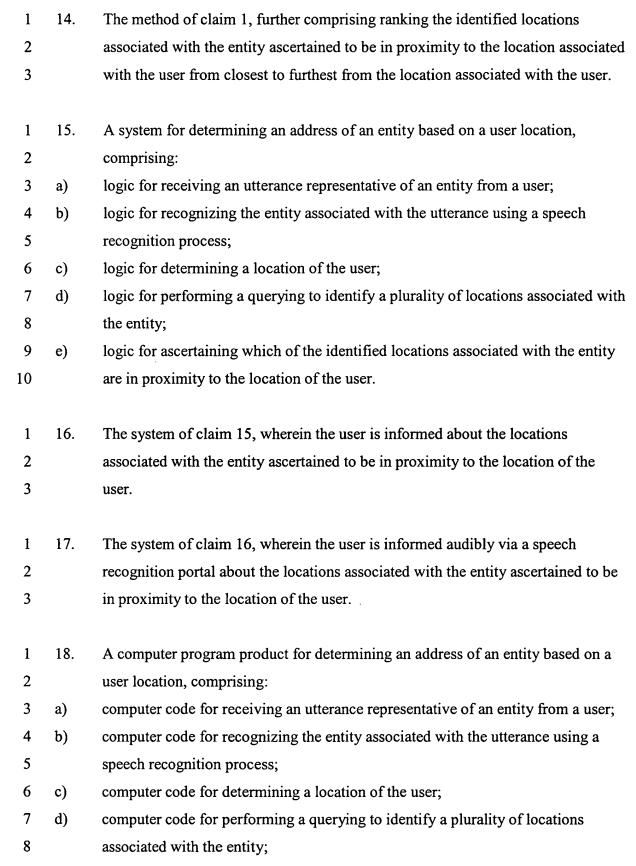
## **CLAIMS**

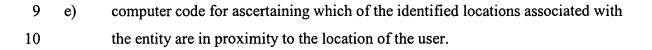
## What is claimed is:

- 1 1. A method for determining an address of an entity based on a user location,
- 2 comprising:
- a) receiving an utterance representative of an entity from a user;
- b) recognizing the entity associated with the utterance using a speech recognition process;
- 6 c) determining a location associated with the user;
- 7 d) performing a querying to identify a plurality of locations associated with the entity;
- 9 e) ascertaining which of the identified locations associated with the entity are in proximity to the location of the user.
- 1 2. The method of claim 1, wherein the user is informed about the locations
  2 associated with the entity ascertained to be in proximity to the location of the
  3 user.
- The method of claim 2, wherein the user is informed audibly via a speech recognition portal about the locations associated with the entity ascertained to be in proximity to the location of the user.
- The method of claim 2, wherein the user is informed via an electronic message transmitted utilizing a network about the locations associated with the entity ascertained to be in proximity to the location of the user.
- 1 5. The method of claim 1, wherein the location of the user is the current location of the user.



- 7. The method of claim 6, wherein the criteria of the user include at least one of: a location associated with the entity currently holding a sale and a currently open location associated with the entity.
- The method of claim 1, wherein directions from the location associated with the user to at least one of the identified locations associated with the entity ascertained to be in proximity to the location of the user are generated and delivered to the user.
- 1 9. The method of claim 8, wherein the user is permitted to select the location associated with the user from a set of locations associated with the user.
- 1 10. The method of claim 1, further comprising facilitating communication between 2 the user and at least one of the locations associated with the entity ascertained to 3 be in proximity to the location of the user.
- 1 11. The method of claim 1, further comprising offering promotions to the user.
- 1 12. The method of claim 11, wherein the promotions offered to the user are associated with one or more entities determined to be proximal to the location of the user.
- 1 13. The method of claim 1, further comprising determining which of the identified locations associated with the entity is closed to the location associated with the user.





- 1 19. The computer program product of claim 18, wherein the user is informed about
  2 the locations associated with the entity ascertained to be in proximity to the
  3 location of the user.
- The computer program product of claim 19, wherein the user is informed audibly via a speech recognition portal about the locations associated with the entity ascertained to be in proximity to the location of the user.